

## Backing Up

(1) To print on the second side of a sheet already printed on one side.

(2) To adjust an image on one side of a sheet so that it aligns back to back with an image on the other side.

Also known as 'work and turn' or 'back to back'.

## Banding

(1) A visible stair-stepping of shades in a gradient.

(2) A method of packaging printed pieces of paper using rubber or paper bands.

## Binding

The various methods used to secure loose leaves or sections along an edge of a publication; e.g. saddle stitch (also known as: stapling), square back bound, wire-o-bound and perfect bound.

## Black

One of the four colours used in four colour, or full colour printing. Black is commonly used as one of the colours in the two-colour printing process, usually paired with a PMS colour. Also known as: K (from CMYK)

## Black and white

Originals or reproductions in single colour. Also known as: monotone or mono

## Bleed

A bleed may occur at the head, front foot, and/or gutter of a page. Bleed is the extra area outside of a finished document that designers must allow if they want images, that are butting up to the edge of the page, to be cropped properly. As printed documents are guillotined in large batches, it is impossible for the printer to guarantee that every sheet will be cropped exactly on the crop marks. Bleed is achieved by printing the image beyond the edge of the page size onto a larger sized sheet, then trimming the sheet to the finished size.

Typically, a designer would allow an extra 3mm of bleed to colour and image areas to allow for a little leeway when trimming. Illustrations that spread to the edge of the paper without margins are referred to as 'bled off'

## Board

General term for heavier printing paper, usually over 200gsm, that is commonly used for products such as booklet covers, displays and post cards. Also known as: paperboard.

## Bulk Pack

Boxing printed products without wrapping or banding.

## Carbonless

paper coated with chemicals and dye which will produce copies without using carbon paper. Also known as: NCR (No Carbon Required).

## Case Binding

The most common type of binding for hardcover books where pages arranged in signatures, are sewn together and hard covers are attached. Also known as: edition binding, case bound and hard cover.

## Centre Spread

The two pages that face each other on the centre of a publication or book

## CMYK

To reproduce full colour photographic images, typical printing presses use 4 colours of ink or toner. The four colours are placed on the paper in layers of dots that combine to create the illusion of many more colours. CMYK refers to the 4 ink colours used by the printing press. C is cyan (blue), M is magenta (red), Y is yellow, and K is black.

## Comb binding

A method of securing loose printed pages using a piece of plastic with 'teeth' that fit into rectangular holes in the paper. Comb binding is somewhat like wire-o and spiral binding. Also known as: plastic comb binding.

## Coverage

The extent to which ink covers the surface of the substrate. Ink coverage is usually expressed as light, medium or heavy.

## Crease

A printed job can be creased mechanically to make folding easier and prevent the paper cracking. There are times when you might want a printed piece delivered flat for ease of storage and then do the folding at a later date, manually

## Creep

In a multi-page document the bulk of the paper causes the inner pages to extend (creep) further out than the outer pages when folded. When trimmed the inner pages are narrower than the outer pages, counteracting the creep.

## Creep allowance

To adjust inner spreads of multi-page booklets to maintain a constant outer margin, when the publication is trimmed and counteract creep.

## **Crimping**

Punctures holding business forms together

## **Crop marks**

Printed cutting lines on a printed sheet of artwork or completed print job. Used to indicate where the publication should be trimmed. Also known as: corner marks, cut marks and trim ticks.

## **Cut flush**

A method of trimming a book after the cover has been attached to the pages. Also known as: trimmed flush.

## **Die**

Device for cutting, scoring, stamping, embossing and debossing

## **Die-cutting**

The process of using sharp steel rules to cut special shapes into printed sheets. Designers will normally have to specify/supply a cutting guide, that the printer will use as a guide for making the die.

## **DPI**

(dots per inch) A measurement of output device (e.g. printer) resolution. Measures the number of dots a printer can print per inch both horizontally and vertically. A 600dpi printer can print 360,000 (600 by 600) dots on one square inch of paper.

## **Drill**

Making the holes in paper for use in a ring binder. Drills can neatly perforate a much greater thickness of paper than the kind of hole punch you have in your office.

## **Duplex**

A capability of printers and copiers that enables printing on both sides of a sheet of paper.

## **Embossing**

A process performed after printing to stamp a raised image into the surface of the substrate, using engraved metal embossing dies, extreme pressure; and heat.

## **EPS file**

Encapsulated PostScript File – computer file containing both images and PostScript commands. The preferred file format for saving ages, as its resolution dependant.

## **Encapsulation**

A fully sealed film to both surfaces of a sheet, enhancing durability.

## **Erratum**

Author's or printer's error, discovered after the publication has been printed.

## **Extent**

Page count in a publication.

## **Ex works**

Estimate calculated with no courier or delivery costs.

## **Finished size**

Size of a publication after production is completed, as compared to flat size. Also known as: trimmed size

## **Finishing**

Any process that follows the actual printing. Included: trimming, creasing, folding, stitching, binding etc.

## **Foil blocking**

A printing process whereby metallic foil is applied to the printed substrate for decorative purposes.

## **Four colour process**

The most common system for producing full colour print. The four colours are cyan, magenta, yellow and black (CMYK).

## **Gatefold**

An oversized page where both sides fold into the gutter in overlapping layers. Used to accommodate maps into booklets

## **Gathering**

The operation of inserting the printed pages, sections or signatures of a book in the correct order for binding.

## **GSM**

Grams per square inch; and the term used for the method of measuring paper and board weight. Also known as: Grammage

## **Halftone**

An illustration reproduced by breaking down the original tone into a pattern of dots of varying size. Light areas have small dots and darker areas, or shadows have larger dots. Simulating a continuous tone photography using dots.

## **Hard copy**

Printed copy of information from a computer. A hard copy is so-called because it exists as a physical object.

## **Kiss-cut**

Light cut into the peelable surface of a self-adhesive sheet, leaving the backing sheet intact.

## **Lamination**

A transparent coating applied to printed sheets, usually in a shiny gloss or a neutral matt finish. Usually used on the outer covers of brochures or heavy, single sheet, printed materials. Helps to protect the document from moisture and heavy usage, as well as being aesthetically pleasing.

## Landscape

The orientation of a sheet so that the long edge is along the bottom. The opposite is portrait. Also known as: horizontal

## Large Format

A term used to describe printed products larger than 420 x 594mm (A2).

## Lead time

Time required from receipt of customer purchase order to produce and deliver a product.

## Leaf

One sheet of paper in a publication. Each side of a leaf is a one page e.g. 1pp, 2pp etc.

## NCR

Common name for carbonless paper.

## On demand

Refers to printing output only when it is needed; as opposed to storing printed copies. On demand printing is commonly associated with Digital printing.

## Overs

(1) Additional paper required to compensate for spoilage in printing.

(2) Copies printed in excess of the specified quantity. (Printing trade standard is to allow for + - 10% to represent a completed order. Overs are not commonly required as part of the digital printing process.

## Page count

Total number of pages in a publication including blank pages.

## Pagination

The numbering of individual pages in a multi-page document.

## PMS

Pantone Matching System: a registered name for an ink colour matching system, often abbreviated to PMS. The proprietary PMS colour matching systems the most popular method of specifying extra colours (not out of the CMYK four colour process) for print. Pantone colours are numbered and are made up out of a base of set colours. By specifying a specific Pantone colour, a designer knows that there is little chance of colour variance in the production process. Pantones are generally used as spot colours, such as logos, to ensure colour consistency for corporate identities.

## Perfect Binding

A bookbinding technique in which the pages are glued, rather than sewn, to a cover and used primarily for paperbacks, small manuals and catalogues etc. There are other similar but stronger methods of this binding commonly referred to as PUR binding or Lock binding.

## Portrait

The orientation of a sheet so that the short edge is along the bottom. The opposite is landscape. Also known as: vertical

## Prepress

A checklist of preparing digital files for printing. Prepress tasks will vary depending on the file complexity and printing method, but some may include double checking fonts; making sure graphics are in the right format; adding crop marks; adding bleed and producing prepress proofs.

## Proof

A test print produced to show what the finished product will look like. These can be produced in a variety of different ways and at different stages of the production process.

## Registration

The quality of alignment of the coloured inks or toner when applied to paper.

## Saddle stitching

A method of binding where the folded pages are stitched through the spine from the outside, using wire staples. Also known as: booklet making.

## Square back Binding

Similar to saddle stitching with an additional process whereby the spine of the booklet is crimped therefore creating a square looking spine

## Self cover

A cover that is the same paper stock as the internal sheets.

## Show-through

When the printing on one side of a sheet is seen from the other side. A frequent problem with thin papers.

## Shrink-wrapping

Shrink packaging is used to protect printed or unprinted pieces of work. The product is inserted into a folded roll of polythene film which is heat sealed around the edges of the product. It then goes through a heated shrink tunnel where the film shrinks tightly around the product.

## Wire-O

A finishing trade name for mechanical binding using double loops of wire through a hole. Also known as: Wire binding.